



1997 ECONOMIC CENSUS
BOOK STORES

OMB No. 0607-0826: Approval Expires 08/31/99

DUE DATE FEBRUARY 12, 1998

If you have questions about completing this report, please call or write the Census Bureau. In any communication, be sure to refer to the 11-digit Census File Number (CFN) printed in the label to the right. Please return your completed report to:

BUREAU OF THE CENSUS
1201 East 10th Street
Jeffersonville, IN 47134-0001

Toll-free assistance, 8:00 a.m. to 8:00 p.m., eastern time, Monday through Friday:

1-800-233-6136

Please read the accompanying instructions before answering the questions.

Census use

RT-5905

(Please correct any errors in name, address, and ZIP Code.)

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by Census Bureau employees and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

Item 1. EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification Number (EIN) shown in the label the same as the one used for this establishment on its latest 1997 Employer's Quarterly Federal Tax Return, Treasury Form 941?

094 1 Yes 2 No – Report current EIN below

(9 digits)

Item 2. PHYSICAL LOCATION

a. Is this establishment's physical location the same as the address shown in the label? (P.O. box and rural route addresses are not physical locations)

093 1 Yes 2 No – Report physical location below

Number and street

City, town, village, etc. State ZIP Code

b. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?

095 1 Yes 3 No legal boundaries 2 No 4 Do not know

c. In what type of municipality is this establishment physically located?

096 1 City, village, or borough 2 Town or township 3 Other – Specify 4 Do not know

d. In what county (e.g., Dade County) is this establishment physically located?

Item 3. OPERATIONAL STATUS

a. How many months during 1997 was this establishment actively operated?

002

b. Which of the following best describes this establishment's status at the end of 1997? Mark (X) only ONE box.

001 1 In operation 2 Temporarily or seasonally inactive 3 Ceased operation – Give date at right 4 Sold or leased to another operator – Give date at right AND enter name, etc., below

Figures only

Month Year

Name of new owner or operator

Number and street

City State ZIP Code

HOW TO REPORT DOLLAR FIGURES

Dollar figures should be rounded to thousands of dollars.

Example: If a figure is \$1,125,628.79 report

Preferred

Acceptable

Mil-lions (000)

Thou-sands (000)

Dol-lars (000)

1 126

1 125 629

Item 4. DOLLAR VOLUME OF BUSINESS

Sales of merchandise and other operating receipts for 1997 (Exclude sales or other taxes collected)

Mil. Thou. Dol.

010

Item 5. PAYROLL

Payroll in 1997, BEFORE DEDUCTIONS

Mil. Thou. Dol.

030

a. Annual

031

b. First quarter (January–March)

Item 6. EMPLOYMENT

Number of paid employees for pay period including March 12, 1997 (Include both full- and part-time employees)

032

Item 7. KIND OF BUSINESS AND SELLING CHARACTERISTICS

a. Kind of business

What was this establishment's PRINCIPAL kind of business in 1997? Mark (X) only ONE box.

070

Book store, general 5942101

Book store, school and college 5942301

Book store, religious 5942201

Book store, specialty 5942202

Book store, secondhand 5932211

Comic book store 5994002

News dealer, newsstand 5994001

Gift, novelty, and souvenir store 5947001

Greeting card store 5947003

Other kind of business – Describe 7777777

ITEM 7 CONTINUED ON PAGE 2

Item 7. KIND OF BUSINESS AND SELLING CHARACTERISTICS – Continued					Item 10. MERCHANDISE LINES – Continued								
b. Selling characteristics					Merchandise lines	Cen-sus use	ESTIMATES are acceptable. Report dollars OR percents.						
							Mil.	Thou.	Dol.	Per-cent			
1. In what format did this establishment PRIMARILY sell in 1997? Mark (X) only ONE box. <div>068</div> <div>From physical displays of priced merchandise . . . 1 <input type="checkbox"/></div> <div>From a counter (little or no display) 2 <input type="checkbox"/></div> <div>From a warehouse or office 3 <input type="checkbox"/></div> <div>Other – Describe 4 <input type="checkbox"/></div> <div></div>					1. Books – Continued								
					f. Professional (include technical, scientific, business, law, etc.)	0426							
					g. Other books (include University press, etc.)	0427							
					h. Sum of lines 1a through 1g	0420							
2. How did this establishment PRIMARILY attract new customers in 1997? Mark (X) only ONE box. <div>069</div> <div>Location and store attractiveness 1 <input type="checkbox"/></div> <div>Advertising to the general public, including direct mail advertising 2 <input type="checkbox"/></div> <div>Advertising to the trade or calls directly to customers 3 <input type="checkbox"/></div> <div>Other – Describe 4 <input type="checkbox"/></div> <div></div>					2. Magazines and newspapers					0856			
					3. Stationery and computer paper	0851							
					4. School supplies	0852							
					5. Office supplies	0853							
					6. Greeting cards	0855							
					7. Souvenirs and novelty items	0877							
Item 8. METHOD OF SELLING What was this establishment's PRINCIPAL method of selling in 1997? Mark (X) only ONE box. <div>235</div> <div>Selling at this establishment 1 <input type="checkbox"/></div> <div>Mail order (include catalog selling and home shopping via television or computer) 2 <input type="checkbox"/></div> <div>Telemarketing 3 <input type="checkbox"/></div> <div>Direct selling (include selling from house-to-house and nonfixed or temporary locations) 4 <input type="checkbox"/></div> <div>Operating merchandise vending machines 5 <input type="checkbox"/></div>					8. Kitchenware and homefurnishings (include cookware, dinnerware, clocks, pictures, frames, mirrors, bathroom accessories, etc.)								
					a. Giftware and glassware (Include vases. Report candy and confections on line 16.)	0386							
					b. All other kitchenware and homefurnishings (include cookware and cooking accessories, dinnerware, decorative accessories, etc.)	0387							
					c. Sum of lines 8a and 8b	0380							
Item 9. CLASS OF CUSTOMER Report the percentage of this establishment's total sales in 1997 (item 4) to each class of customer. <div>237</div> <div>a. General public (household consumers and individuals)</div> <div>239</div> <div>b. Other, including retailers; wholesalers; institutional, industrial, commercial, professional, and farm users (for use in farm production); and government</div>					9. Computer hardware, software, and supplies (Report computer-related furniture on line 24. Report calculators and office equipment, such as adding machines, copiers, fax machines, etc., on line 10. Report office supplies on line 5.)								
					a. Computer and peripheral equipment	0375							
					b. Prepackaged (off-the-shelf) computer software	0376							
					c. Sum of lines 9a and 9b	0370							
Item 10. MERCHANDISE LINES Report sales for each merchandise line sold by this establishment, either as a dollar figure or as a whole percent of total sales. (See HOW TO REPORT DOLLAR FIGURES on page 1 and HOW TO REPORT PERCENTS below)					10. Office equipment (Include fax machines, dictaphones, copying machines, calculating machines, etc. Report office supplies on line 5.)					0854			
HOW TO REPORT PERCENTS		If figure is 38.76% of total sales: • Report whole percents Not acceptable	Mil.	Thou.	Dol.	Per-cent							
						39							
						38.76							
Merchandise lines		Cen-sus use	ESTIMATES are acceptable. Report dollars OR percents.										
			Mil.	Thou.	Dol.	Per-cent							
1. Books (Report audio tape books on line 12 and comic books on line 2)		230	231			232							
a. Trade (include fiction, non-fiction, adult, juvenile, new and back list reading, nonrack size paperbacks)		0421											
b. Mass market paperback, rack size (Report nonrack size paperbacks on line 1a)		0422											
c. Religious (include bibles, hymnals, religious oriented works, etc.)		0423											
d. General reference (include dictionaries, atlases, etc.)		0424											
e. Textbooks (include workbooks on elementary, high school, and college levels)		0425											
11. Jewelry (include watches, watch attachments, novelty jewelry, etc.)					0400								
12. Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, sheet music, accessories (include audio tape books)					0330								
13. Tobacco products and accessories (exclude sales from vending machines operated by others)					0150								
14. Toys, hobby goods, and games					0460								
15. Meals, unpackaged snacks, sandwiches, nonalcoholic beverages generally served for immediate consumption					0120								
16. Groceries and other food items for human consumption off the premises					0100								
17. Photographic equipment and supplies					0440								
ITEM 10 CONTINUED ON PAGE 3													

